

# 2013 RENO SANTA PUB CRAWL

## Descriptive Statistics and Economic Impacts

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Center For Regional Studies

College of Business

University of Nevada, Reno



University of Nevada, Reno  
**Center for Economic Development**

# Participant Survey Procedure

- On-site
  - 9 UNR student surveyors
    - Electronic tablets
    - 2:30pm-10:00pm
  - Response statistics
    - 9 surveys per hour per surveyor
    - 421 individuals sampled
    - 227 individuals participated (53.9%)
    - 138 individuals provided contact info (60.8%)
    - 54 individuals completed follow-up survey (42.2%)



# Participant Characteristics

**TABLE 9 - Combined annual household income**

Follow-up Q36			
1	Under \$15,000	2	3.77%
2	\$15,000 – \$24,999	4	7.55%
3	\$25,000 – \$34,999	2	3.77%
4	\$35,000 – \$49,999	5	9.43%
5	\$50,000 – \$74,999	9	16.98%
6	\$75,000 – \$99,999	9	16.98%
7	\$100,000 – \$149,999	15	28.30%
8	\$150,000 – \$199,999	5	9.43%
9	\$200,000 or more	2	3.77%
<b>Total</b>		<b>53</b>	<b>98.15%</b>

**TABLE 10 - Highest level of education completed**

Follow-up Q37			
1	Less than high school	1	1.85%
2	GED	1	1.85%
3	High School Diploma	1	1.85%
4	Some College	16	29.63%
5	Vocational certificate	3	5.56%
6	Associates Degree	6	11.11%
7	Bachelor's Degree	20	37.04%
8	Post-graduate Degree	6	11.11%
<b>Total</b>		<b>54</b>	<b>100.00%</b>



# Participant Characteristics

TABLE 3 - Local attendees v. Non-local attendees						
	On-site Survey					
	<u>Self-report Q4</u>		<u>Zip 100mi Q5</u>		<u>Zip Washoe Q5</u>	
Local	137	62.56%	131	59.82%	108	49.32%
Non-local	82	37.44%	84	38.36%	107	48.86%
<b>Total</b>	219	96.48%	215	94.71%	215	94.71%
	Follow-up Survey					
	<u>Self-report Q3</u>		<u>Zip 100mi Q4</u>		<u>Zip Washoe Q4</u>	
Local	35	66.04%	36	67.92%	34	64.15%
Non-local	18	33.96%	17	32.08%	19	35.85%
<b>Total</b>	53	98.15%	53	98.15%	53	98.15%





# Participant Lodging

- 42.6% of ALL attendees used commercial lodging
  - 65% non-local
  - 30% local
- All lodging at hotel, motel, or B&B
- 60% Silver Legacy
- 1.5 average night stay
- 1.5 average # of rooms
- \$90 average nightly price
- 67% booked directly with facility online



# Visit Motivation

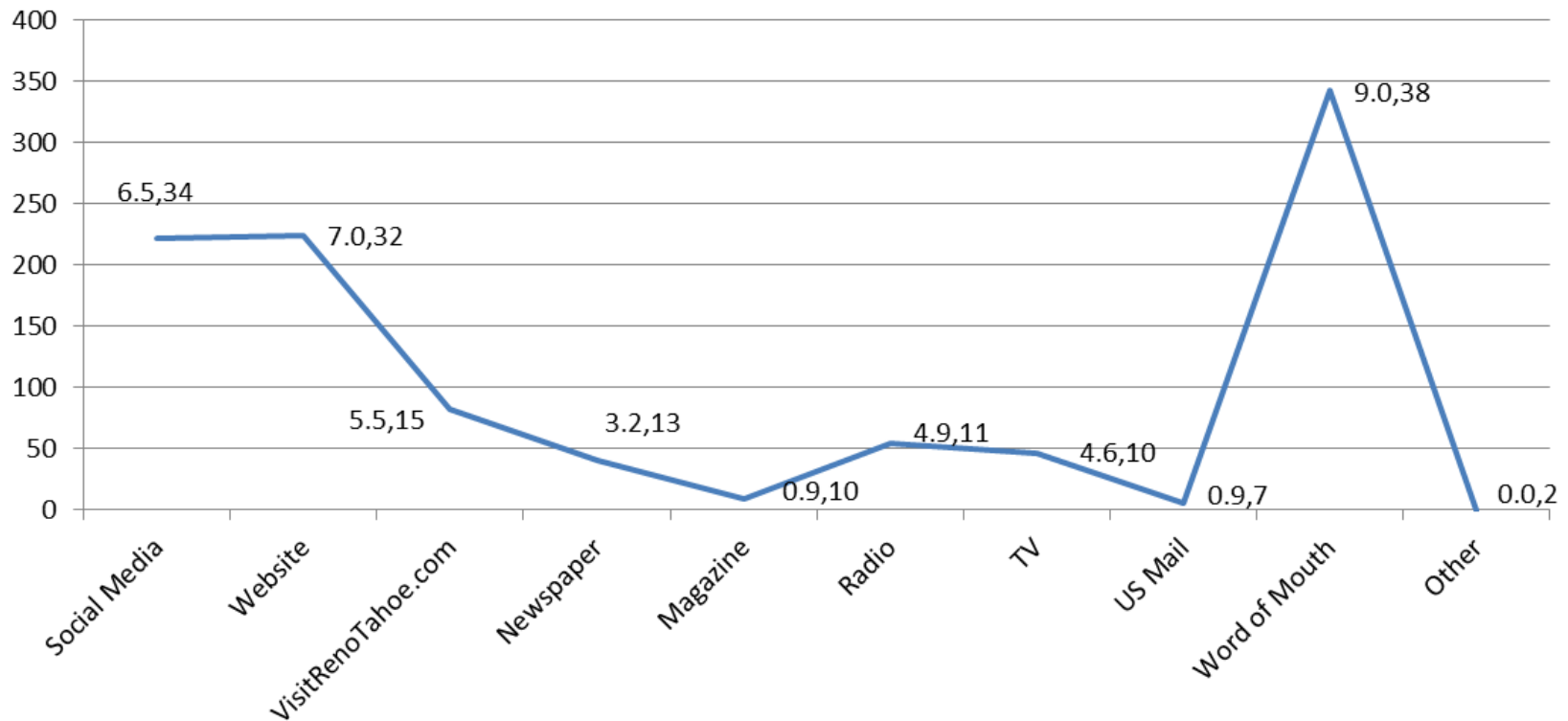
**TABLE 7 - Alternate activity during same time if not at RTO**

Follow-up Q14			
1	Attended another pub crawl (please specify)	2	4.00%
2	A different activity WITHIN the Reno/Tahoe area (please specify)	34	68.00%
3	A different activity OUTSIDE the Reno/Tahoe area (please specify)	14	28.00%
Total		50	92.59%

- 12 of 34 (35%) selecting 'within' area stated they would stay home
- 4 of 14 (29%) selecting 'outside' area stated they would stay home

# Event Information Sources

CHART 4 – Event Information Sources - Follow-up Q29 (weighted)



# Other 2013 Reno-Tahoe Events

**TABLE 12 - Other Reno-Tahoe area events attended in 2013**

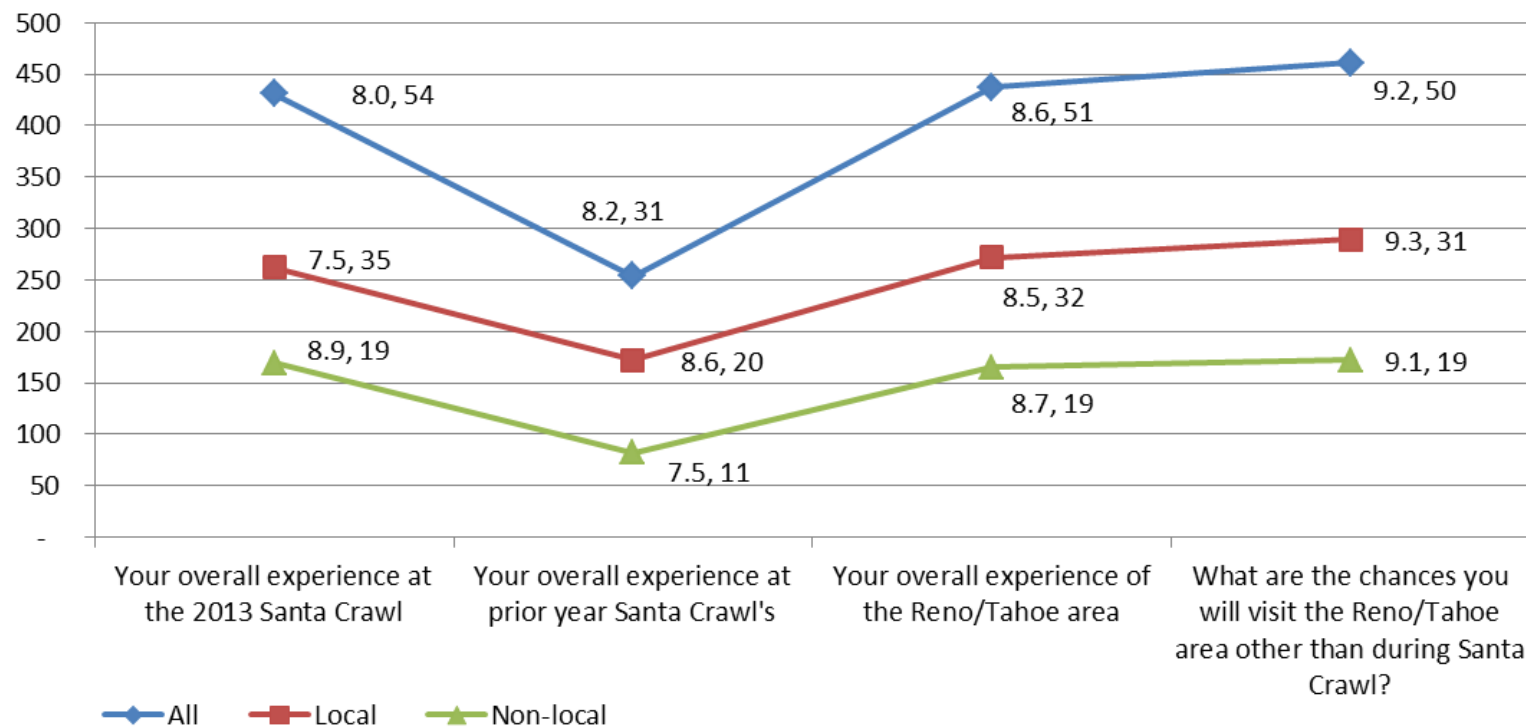
Follow-up Q30		
No	7	2.64%
Burning Man (Sep)	34	12.83%
Hot August Nights (Aug)	31	11.70%
Best in the West Nugget Rib Cook-off (Sep)	23	8.68%
Great Eldorado BBQ, Brews, & Blues (June)	19	7.17%
Reno Rodeo (June)	18	6.79%
Street Vibrations Fall (Sep)	17	6.42%
Street Vibrations Spring (June)	15	5.66%
National Championship Air Races (Sep)	15	5.66%
Pub Crawl (please specify)	15	5.66%
Sporting Events [spectator (please specify)]	14	5.28%
Reno River Festival (May)	13	4.91%
Artown (July)	12	4.53%
Lucas Oil Off-Road Racing (Aug)	8	3.02%
Great Reno Balloon Race (Sep)	6	2.26%
Other (please specify)	6	2.26%
Artown (July)	5	1.89%
Reno-Tahoe Open (Aug)	5	1.89%
Barrett-Jackson Car Auction (Aug)	3	1.13%
Sporting Events [participant (please specify)]	3	1.13%
Concours d'Elegance (Aug)	2	0.75%
Eldorado Reno 500 (July)	1	0.38%
<b>Total</b>	<b>265</b>	<b>100.00%</b>





# Event Experience

CHART 6 – Overall Santa Crawl Experience - Follow-up Q24 - (weighted)



# Event Experience

**TABLE 13 - Attend future Santa Crawl's**

Follow-up Q25		
1 Yes, next year	35	64.81%
2 Yes, for the foreseeable future	13	24.07%
3 No	6	11.11%
<b>Total</b>	<b>54</b>	<b>100.00%</b>

**TABLE 14 - Recommend Santa Crawl to others**

Follow-up Q26		
1 Yes	48	88.89%
2 No	6	11.11%
<b>Total</b>	<b>54</b>	<b>100.00%</b>

# Event Experience

DOCUMENT 4	
Follow-up Q27	Follow-up Q28
<u>What contributed to the success of this year's Santa Crawl?</u>	<u>What can be improved for future Santa Crawl events?</u>
great costumes	more activities
Good vibe - fun costumes - discount hotel room	Mobile Application with line times for each venue - like @ Disneyland for rides.
I left early enough to miss the drunks	Not sure
discounted drinks, friends	portable bathrooms!
the amount of enforcement on the streets kept things quiet	more bars participating
great price for the cups and drinks	More food vendors located on the streets
Police security	More information as to what places will have what for the older crowd to decipher where they'd have more fun
over all crowd involvement, costumes, attitude, and merriment	have a more organized event under the arch at 10 p.m. live music, fireworks, something
	The bar tenders and local vendors are not welcoming to the crawlers; the rules are very stringent.
participation by patrons and businesses	large areas like convention rooms for entertainment and dancing
Great attitude of participants. Safe event, lots of police enforcement.	Many participating bars were overwhelmed. Need better service for the size of crowds.
the funny way that the drunk Santas looked	not being so crowded
Good Vendor / Bar Locations	SHWAG!!!

# Merchant Survey Procedure

- Invitation by City of Reno to online link
- 12/9/13 – 12/21/13
- 9 of 15 completed survey
- Variety of businesses
  - Service sector, Retail, Food & Beverage
- 2 of 9 reported increase in receipts during Crawl
  - Retail increase 25%
  - Food & Beverage 20%

**TABLE 21 – In What Ways is the Santa Crawl....**

<b>Vendor - Q9</b>	<b>Vendor - Q10</b>
<b>Most Beneficial</b>	<b>Least Beneficial</b>
I am not involved in Santa Crawl	I am not involved in Santa Crawl
no impact	no impact
none	Increases the already poor image of the community and region. This fits in with prostitution, drugs and gambling. / If we want to successful like salt lake city we need to bring higher quality events. / / This event is good for bars and hotels. / / Crap breeds crap
Anytime the downtown area benefits from an event, it helps all businesses.	n/a
No impact to our business.	No impact to our business.
Extra Income	Its very rowdy and hard to control
It brings people to the area, creates local revenue and offers something cool for people to be in downtown/midtown.	I see no problems with the event, at my business or the surrounding area.
On that particular day we almost double our average sales on a Saturday. However the weekdays leading up to the Santa Crawl are typically slower so it may just average out to a normal week	Trashed people trashing the restaurant and downtown
It creates business for the entire Midtown District by bringing a huge amount of people out for the event. Traffic = Sales, and that is the basis for business.	The event increases sales city wide, how could there be a negative??



**TABLE 23 – Most and Least Beneficial Reno-Tahoe Area Events**

<b>Vendor - Q12</b>				
<b>Event (Scheduled Month)</b>	<b>Most Beneficial to Business</b>	<b>Most Beneficial to Reno-Tahoe</b>	<b>Least Beneficial to Business</b>	<b>Least Beneficial to Reno-Tahoe</b>
Reno River Festival (May)	2	5	1	1
Reno Rodeo (June)	2	5	2	0
Street Vibrations Spring (June)	1	2	4	2
Great Eldorado BBQ, Brews, & Blues (June)	0	3	2	0
Eldorado Reno 500 (July)	0	3	1	0
Artown (July)	5	6	0	0
Lake Tahoe Shakespeare Festival (July/Aug)	1	4	1	1
Reno Tahoe Open (Aug)	1	7	1	0
Hot August Nights (Aug)	0	7	3	0
Barrett-Jackson Car Auction (Aug)	0	5	1	1
Concours d'Elegance (Aug)	0	5	1	0
Lucas Oil Off-Road Racing (Aug)	0	5	1	0
Best in the West Nugget Rib Cook-off (Sep)	1	7	2	0
Burning Man (Sep)	5	6	1	0
Great Reno Balloon Race (Sep)	0	7	2	0
National Championship Air Races (Sep)	1	7	1	0
Street Vibrations Fall (Sep)	2	4	2	2
Sporting Events [participant (please specify)]	0	2	1	0
Sporting Events [spectator (please specify)]	1	2	0	0
Pub Crawl (please specify)	1	2	0	0
Other (please specify)	1	1	0	0





# Economic Impact

## *Attendance*

<b>Total Attendees</b>	<b>14,000</b>	
<b>Non-Local Attendance</b>	<b>6,077</b>	<b>43.4%</b>
<b>Santa Crawl Was PRIMARY Reason for Visit</b>	<b>5,412</b>	<b>38.7%</b>



# Economic Impact

## *Spending Behavior*

	Santa Crawl	RSCVA Visitor Profile
% of Primary visitors that used commercial lodging	88.2%	68%
% of Primary visitors that gambled	82.4%	48%
% of Primary visitors with shopping expenditures	23.5%	60%
% of Primary visitors with entertainment expenditures	76.5%	40%



# Economic Impact

## *Length of Stay*

	Santa Crawl	RSCVA Visitor Profile
Primary Visitors	1.69	4.32
Visitors Using Commercial Lodging	1.53	5.15



# Economic Impact

## *Expenditures Per Day*

	Santa Crawl		RSCVA Visitor Profile	
Commercial Lodging	\$	94.27	\$	115.00
Gaming	\$	108.21	\$	216.00
Food & Drink	\$	145.93	\$	85.00
Shopping	\$	139.58	\$	116.00
Entertainment	\$	25.14	\$	50.00
Transportation	\$	59.19		N/A



# Economic Impact

## *Total Expenditures by Non-Locals*

<b>Commercial Lodging</b>	<b>\$</b>	<b>690,265</b>
<b>Gaming</b>	<b>\$</b>	<b>813,928</b>
<b>Food &amp; Drink</b>	<b>\$</b>	<b>1,332,819</b>
<b>Shopping</b>	<b>\$</b>	<b>299,963</b>
<b>Entertainment</b>	<b>\$</b>	<b>175,590</b>
<b>Transportation</b>	<b>\$</b>	<b>445,198</b>
	<b>\$</b>	<b>3,757,762</b>



# Economic Impact

## *Economic Impacts by Type*

<b>Total Expenditures</b>	<b>\$</b>	<b>3,757,762</b>
<b>Direct Impact</b>	<b>\$</b>	<b>3,542,089</b>
<b>Indirect Impact</b>	<b>\$</b>	<b>835,931</b>
<b>Induced Impact</b>	<b>\$</b>	<b>1,213,046</b>
<b>Total Impact</b>	<b>\$</b>	<b>5,591,067</b>
<b>Total Economic Multiplier</b>		<b>1.578</b>





# Economic Impact

## *Employment Impacts*

<b>Direct Impact</b>	<b>45.2</b>
<b>Indirect Impact</b>	<b>6.4</b>
<b>Induced Impact</b>	<b>9.4</b>
<b>Total Impact</b>	<b>61.0</b>
<b>Total Employment Multiplier</b>	<b>1.350</b>

